

Message Text

LIMITED OFFICIAL USE

PAGE 01 MOSCOW 14541 01 OF 02 101713Z

64

ACTION CU-03

INFO OCT-01 EUR-12 ISO-00 PA-01 PRS-01 CIAE-00 INR-07

NSAE-00 /025 W

----- 068509

P R 101419Z OCT 75

FM AMEMBASSY MOSCOW

TO USIA WASHDC PRIORITY

INFO SECSTATE WASHDC 5427

AMCONSUL LENINGRAD

LIMITED OFFICIAL USE SECTION 1 OF 2 MOSCOW 14541

E.O. 11652 N/A

TAGS: SCUL, UR

SUBJECT: PROPOSED BICENTENNIAL EXHIBIT IN MOSCOW, JULY 4, 1976

USIA FOR IEU, ICS

LENINGRAD FOR P&C

STATE FOR CU/EE, EUR/SOV

REF: A. USIA 21133 B. MOSCOW 13893

1. EMBASSY SUBMITS FOLLOWING CONCEPT PROPOSAL FOR MOSCOW BINCENTENNIAL EXHIBIT. WOULD APPRECIATE EARLY AGENCY COMMENT AND ELABORATION SO EXPANDED PROPOSAL MAY BE PRESENTED TO SOVIETS AS PROMISED REFTEL B.

2. EXHIBIT GOAL: TO IMPART TO SOVIET EXHIBIT VIEWERS A VIVID IMPRESSION THAT AMERICANS ARE A HUMANE, PEACEFUL PEOPLE WHO HAVE CREATED, THROUGH DIVERSITY AND FREEDOM, A NATION CULTURALLY RICH AND INVENTIVE, STRONG BUT NOT THREATENING -- A NATION WHICH THE USSR CAN ADMIRE AND WITH WHICH IT IS CLEARLY IN ITS INTEREST TO LIVE IN PEACEFUL COOPERATION.

3. STYLE OF PRESENTATION: EXHIBIT SHOULD BE HIGHLY VISUAL, SERIOUS DEPICTION OF NATIONS' DEVELOPMENT. GLOSSY, SHOW-BIZ DAZZLE SHOULD BE AVOIDED. WHILE ARTIFACTS AND SCENIC BACKGROUNDS

LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 02 MOSCOW 14541 01 OF 02 101713Z

SHOULD STIMULATE VISUAL INTEREST, THE HUMAN ELEMENT IN OUR PAST

AND PRESENT SHOULD BE MAIN FOCUS.

4. CONCEPT DEVELOPMENT: EMBASSY SUGGESTS A PROMINENT AMERICAN SCHOLAR WITH EXPERIENCE DEPICTING AMERICAN SOCIALHISTROY TO ALL LEVELS OF PUBLIC, SUCH AS DANIEL BOORSTIN, BE ASKED TO HEAD A PANEL OF EXPERTS TO RECOMMEND SPECIFIC EXHIBIT CONTENT. EXPERTS COULD THEN FORM CORE OF AMERICAN PARTICIPANTS IN JOINT SYMPOSIUM TO BE HELD IN MOSCOW IN CONJUNCTION WITH EXHIBIT. (THEMES TO BE DETERMINED.)

5. PHYSICAL LAYOUT: EXHIBIT VIEWER SHOULD PROGRESS THROUGH SIX PERIODS OF "REFLECTIONS" PHOTO EXHIBIT, WE ARE NOT SURE HOW IT WOULD MESH WITH THESE SIX SECTIONS, BUT ASSUME THAT PARTS OF "REFLECTIONS" CAN BE INTERGRATED WITH 19TH AND 20TH CENTURY PERIODS, ASSUMING BULK OF PHOTOGRAPHS WOULD BE IN LAST TWO SECTIONS --PRE-AND POST-1945. SECTIONS WOULD AVERAGE ABOUT 1,200 SQUARE METERS EACH, WITH POST-1946 SECTION LARGEST AND MOST COMPLEX AND PRE-1776 INTRODUCTORY SECTION RELATIVELY SMALLER. SPACE AGE THEME SHOULD BE ONLY A PART OF LAST SECTION, NOT SOLE THEME FOR PERIOD. USED THROUGHOUT, IN ADDITION TO PHOTOGRAPHS, SHOULD BE MOCK-UPS OF LIVING AND WORK SCENES INVOLVING PEOPLE; ARTIFACTS SUCH AS INVENTIONS AND TRANSPORTATION CONVEYANCES; WORKING MODELS (MODEL RAILROAD SHOWING 19TH CENTURY CONTINENTAL EXPANSION, BELL'S TELEPHONE, WRIGHT BROTHERS' FLIGHT, MOON LANDING); GUIDES DRESSED IN PERIOD COSTUMES ABLE TO EXPLAIN SCENES IN WHICH THEY TAKE PART; REPLICAS OF FAMOUS HISTORICAL DOCUMENTS; LARGE BACK-LIGHTED PHOTO PANELS SHOWING SCENES OF RURAL BEAUTY AND TOWN-LIFE; MOVING DISPLAYS; ELECTRIC MAPS SHOWING DEVELOPMENT OF VARIOUS THEMES; DISPLAYS OF BOOKS, RECORDS, FILM CLIPS AND PHOTOS TO SHOW CULTURAL INTERESTS; AND THREE-DIMENSIONAL PORTRAYALS OF FAMOUS PERSONALITIES. COLORFUL COMBINATINS OF SLIDES, GRAPHICS, FILM CLIPS, MOCK-UPS AND PHOTOS COULD CONVEY IMPRESSIONS OF AUTO ASSEMBLY LINE IN HIGHLY AUTOMATED PLANT, WORK ON EARY AMERICAN FARM, OR LIFE ON THE MISSISSIPPI. TAPED MUSIC AND SOUND EFFECTS SHOULD PROVIDE BACKGROUND, BUT STRONGLY RECOMMEND AGAINST ARTIST PERFORMING LIVE AT EXHIBIT. SUGGEST INSTEAD EXHIBIT INCORPORATE SMALL THEATER WHICH COULD BE OPEN GENERAL PUBLIC OR CLOSED FOR SPECIAL INVITEES, FOR EITHER DOCUMENTARIES, OR FULL-LENGTH FILMS, FOLK MUSIC CONCERTS, AND ALSO FOR LECTURES AND PANEL DISCUSSIONS. TEXT SHOULD BE KEPT LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 03 MOSCOW 14541 01 OF 02 101713Z

TO MINIMUM. SHORT CAPTIONS ANDEXPLANATIONS SHOULD BE USED WHERE NEEDED TO CONVEY ABSTRACT IDEAS OR REINFORCE IDENTIFICATIONS. ATTENTION SHOULD BE GIVENTO HAVING VISITOR FOLLOW THOUGHT-PROVOKING PREOGRESSION OF IDEAS THROUGH EXHIBIT RATHER THAN SIMPLY MULTIPLE DISPARATE IMPRESSIONS.

6. CARRY-THROUGH THEMES: EMBASSY SUGGESTS FOLLOWING THEMES BE SHOWN IN THEIR DIFFERENT HISTORICAL STAGES IN EACH CHRONOLOGICAL

PERIOD. HIGHLIGHTS OF EACH PERIOD (PARA 7) OF COURSE WILL INCLUDE OTHER IDEAS, BUT VARIATIONS ON THESE EIGHT THEMES SHOULD CARRY THROUGH ENTIRE EXHIBIT. DEGREE OF TREATMENT WOULD VARY IN EACH PERIOD, WITH SEVERAL THEMES PERHAPS BEING COMBINED IN ONE SCENE FOR SOME PERIODS AND GREATER EMPHASIS GIVEN TO A PARTICULAR THEME IN OTHER PERIODS.

7. HOW AMERICANS GOVERN THEMSELVES -- SHOULD COVER BASIC PRINCIPLES AND SOURCES OF OUR GOVERNMENT; CONCEPTS OF EQUALITY AND RIGHTS OF INDIVIDUAL BEFORE THE LAW; RELATIONS BETWEEN LOCAL, STATE, AND FEDERAL GOVERNMENT; FLEXIBILITY OF CONSTITUTIONAL SYSTEM AND ITS DEVELOPMENT OVER TIME. SHOULD ALSO EXAMINE THE ROLE OF POLITICAL PARTIES AND RANGE OF CITIZENS'S ORGANIZATIONS DOWN TO CONTEMPORARY INTEREST GROUPS AND THEIR RELATIONSHIPS TO GOVERNMENT.

B. HOW AMERICANS EARN A LIVING -- EXAMINATION OF AGRICULTURAL AND INDUSTRIAL DEVELOPMENT, WITH APPROPRIATE CONSIDERATION OF POPULATION SHIFTS. SPECIAL ATTENTION TO GROWTH OF CORPORATIONS AND UNIONS, AND TO EXPANSION OF PROFESSIONAL MOBILITY. EXAMINATION OF INCREASE IN WHITE-COLLAR EMPLOYMENT, IMPROVEMENT IN STANDARD OF LIVING. PARTICULAR ATTENTION SHOULD GO TO EARLY ROLE TO FRONTIER AND TO CONCEPT OF RUGGED INDIVIDUALISM.

C. FAMILY LIFE -- IMPORTANCE OF FAMILY NUCLEUS IN OUR SOCIETY WITH CHANGES IN FAMILY STRUCTURES AND ROLES OVER TIME. EXAMINATION OF FAMILY FARMS AND ENTERPRISES AND EFFECT OF LARGE-SCALE MOVEMENT TO CITIES. PORTRAYAL OF HOW FAMILIES ACTUALLY LIVED DURING EACH PERIOD, WITH MOCK-UP ROOMS AND FAMILY SCENE.

D. COMMUNITY LIFE -- ROLE OF COMMUNITY INSTITUTIONS TO INCLUDE CHURCHES AND SOCIAL LIFE. INTERGRATION OF IMMIGRANT ELEMENTS LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 04 MOSCOW 14541 01 OF 02 101713Z

INTO AMERICAN SOCIETY. DIVERSITY OF LIFESTYLES, NATIONAL ORIGINS, INCLUDING RUSSIAN-AMERICANS.

E. EDUCATION--ORIGINS AND GROWTH OF EDUCATION IN THE U.S. THEORIES WHICH HAVE GUIDED IT. RECENT DEVELOPMENTS. IMPORTANCE OF EDUCATION OVER TIME TO INDIVIDUALS' ROLE IN SOCIETY, ECONOMIC MOBILITY, AND PARTICIPATION IN GOVERNMENT.

F. CULTURAL LIFE AND RECREATION -- HOW AMERICANS HAVE EMPHASIZED NOT ONLY HUMAN RELATIONS AND WORK FULFILLMENT BUT ALSO HAVE EXPRESSED THEIR MANY CULTURAL ORIGINS AND THEIR ASPIRATIONS IN MUSIC (FOLK, COUNTRY, JAZZ, SYMPHONIC); PLASTIC AND GRAPHIC ARTS; ARCHITECTURE OF MANY STYLES; DANCE (FOLK, BALLET, MODERN, SOCIAL); AND LITERATURE FROM EARLY TIMES TO PRESENT. ROLE OF SPORTS AND ATTENTION TO PHYSICAL CULTURE AND HEALTH.

LIMITED OFFICIAL USE

NNN

LIMITED OFFICIAL USE

PAGE 01 MOSCOW 14541 02 OF 02 101930Z

64

ACTION CU-03

INFO OCT-01 EUR-12 ISO-00 PA-01 PRS-01 CIAE-00 INR-07

NSAE-00 /025 W

----- 070517

P R 101419Z OCT 75

FM AMEMBASSY MOSCOW

TO USIA WASHDC PRIORITY

INFO SECSTATE WASHDC 5428

AMCONSUL LENINGRAD

LIMITED OFFICIAL USE SECTION 2 OF 2 MOSCOW 14541

G. GROWTH OF SCIENCE, INVENTIVENESS, TRANSPORTATION -- ORIGINS AND DEVELOPMENT OF AMERICAN INVENTIVENESS AND SCIENCE AND THEIR EFFECT ON INDUSTRY AND LIFESTYLES. WITHIN THIS THEME, GROWTH AND SIGNIFIANCE OF TRANSPORTATION AND COMMUNICATIONS SYSTEMS CAN HELP TELL STORY OF AMERICA AND ITS WORK IN VISUAL TERMS: EARLY TOLL ROADS AND CANALS, STAGE LINES, POSTAL SYSTEMS, THROUGH WESTERN EXPANSION OF TELGRAPH AND RAILROADS TO BOOM OF AUTOS, HIGHWAYS AND TELEPHONE AND ENDING WITH SPACE TRAVEL AND INTERNATIONAL COMMUNICATIONS. PERHAPS SATELLITE HOOK-UP CAN BE USED TO BRING MESSAGE FROM PRESIDENT AT OPENING CEREMONY, WITH SUITABLE SOVIET PARTICIPATION. ELECTRONIC DIALOGS ON CURRENT ISSUES MIGHT TAKE PLACE AT OTHER TIMES DURING EXHIBIT.

H. US-RUSSIAN/USSR RELATIONS -- COULD BE WOVEN INTO APPROPRIATE PARTS OF EXHIBIT: EARLY CONTACTS BETWEEN US AND RUSSIA, RUSSIAN IMMIGRANTS TO US, SOVIET-AMERICAN RELATIONS EXTENDING TO INCREASE OF CONTACTS IN POST-CSCE PERIOD.

7. HISTORICAL PERIODS: RATHER THAN DIVIDING TWO HUNDRED YEARS OF AMERICAN HISTORY SINCE SIGNING OF DECLARATION OF INDEPENDENCE INTO FOUR FIFTY-YEAR SEGMENTS, SUGGEST SIX DIVISIONS AS OUTLINED BELOW AS MORE APPROPRIATE TO PRESENTATION OF OUR HISTORY. POR-TRAYAL OF EACH PERIOD SHOULD INCLUDE INFORMATION ON SEMINAL EVENTS, MAJOR DEVELOPMENTS, LEADING PERSONALITIES, CULTURAL HIGHLIGHTS. THEMES IN PARA SIX SHOULD BE WOVEN INTO EACH. IN ADDITION, POSSIBLE INCLUSIONS ARE SUGGESTED BELOW. THESE ARE

LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 02 MOSCOW 14541 02 OF 02 101930Z

EXAMPLES ONLY; PANEL OF EXPERTS SHOULD RECOMMEND FINAL OUTLINE.

A. PRE-1776: THIS SHOULD BE RELATIVELY SHORT INTRODUCTORY SECTION TO ESTABLISH BEGINNING TO UNITED STATES. EVENTS: AGE OF DISCOVERY, ESTABLISHMENT OF EARLY SETTLEMENTS, EARLY MOVES TOWARD POLITICAL COOPERATION SUCH AS NEW ENGLAND CONFEDERATION AND ALBANY PLAN, STRESSES AND ISSUES LEADING UP TO DECLARATION OF INDEPENDENCE. PERSONALITIES: COLUMBUS AND OTHER EXPLORERS; RALEIGH AND OTHER ORGANIZERS OF COLONIAL VENTURES; EARLY COLONIAL POLITICAL LEADERS AND SPOKESMEN. DEVELOPMENTS: EXPLANATION OF DIVERSE FOUNDATIONS OF COLONIES, WITH SOME ORIGINALLY AS BUSINESS VENTURES, OTHERS AS RELIGIOUS HAVENS. SOCIAL AND NATIONAL ORIGINS OF EARLY COLONIAL SETTLERS; FACT THAT CLASS SOCIETY OF ENGLAND WAS NOT TRANSFERRED TO NEW WORLD. GROWTH OF INDUSTRY, TRADE, TOWNS. ESTABLISHMENT OF EARLY SCHOOLS AND COLLEAGES AND OF PUBLICATIONS IN COLONIES.

B. 1776-1815: EVENTS: DECLARATION OF INDEPENDENCE, REVOLUTIONARY WAR, CONSTITUTIONAL CONVENTION AND EARLY AMENDMENTS, WAR OF 1812. PERSONALITIES: WASHINGTON, JEFFERSON, FRANKLIN, HAMILTON, MADISON, ADAMS, WASHINGTON IRVING. DEVELOPMENTS: CONCEPTS WHICH GUIDED FOUNDERS. GROWTH OF FEDERAL GOVERNMENT, WESTERN EXPANSION, EMERGENCE OF SMALL INDUSTRY, DIVERSE DEVELOPMENT OF STATES.

C. 1815-1865: EVENTS: MISSOURI COMPROMISE, CIVIL WAR, MAJOR SUPREME COURT DECISIONS. PERSONALITIES: JACKSON, LINCOLN, GRANT, HORACE MANN, COOPER, MELVILLE, POE, EMERSON, THOREAU, HUDSON RIVER SCHOOL PAINTERS. DEVELOPMENTS: CONTINUED WESTERN EXPANSION, GROWTH OF TRANSPORTATION BY WATER AND RAIL, JACKSONIAN DEMOCRACY.

D. 1865-1915: EVENTS: RECONSTRUCTION, SPANISH-AMERICAN WAR, COMING OF US OVERSEAS INVOLVEMENT, CLOSING OF THE FRONTIER; FIRST FLIGHT AT KITTY HAWK. PERSONALITIES: CARNEGIE AND OTHER INDUSTRIAL LEADERS, WM. JENNINGS BRYAN, T. ROOSEVELT, WILSON, WRIGHT BROTHERS, HENRY FORD, BOOKER T. WASHINGTON, TWAIN, WINSLOW HOMER, THOMAS EAKINS, JACK LONDON. DEVELOPMENTS: GROWTH OF INDUSTRY, CORPORATIONS, AND UNIONS; POPULISM; PROGRESSIVISM; CHANGES IN EDUCATIONS.

3. 1915-1945: EVENTS: TWO WORLD WARS AND GREAT DEPRESSION, LEAVING SOCIETY INTACT AND VIGOROUS. PERSONALITIES: HOOVER,
LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 03 MOSCOW 14541 02 OF 02 101930Z

ROOSEVELT, MILITARY LEADERS, STEINBECK, DREISER, HEMINGWAY, FRANK

LLOYD WRIGHT. DEVELOPMENTS: GROWTH OF FEDERAL GOVERNMENT; NEW DEAL.

F. 1945-1975: EVENS: MAJOR CIVIL RIGHTS DECISIONS BY SUPREME COURT AND CONGRESSIONAL LEGISLATION; SPACE EXPLORATION AND MANNED FLIGHTS, TO INCLUDE APOLLO-SOYUZ; SUMMIT MEETINGS. PRESONALITIES: EISENHOWER, TRUMAN, KENNEDY, REPSIDENT FORD, MARTIN LUTHER KING, FAULKNER, CONTEMPORARY CULTURAL FIGURES. DEVELOPMENTS: DETENTE IN US-USSR RELATIONS, US ROLE IN GROWTH OF UN, RIGHTS OF THE INDIVIDUAL IN US SOCIETY; GROWING AWAREMESS OF NEED FOR ENVIRONMENTAL PROTECTION; DRAMATIC INCREASE IN EDUCATIONAL LEVELS AND STANDARD OF LIVING IN POST-WAR ERA.

8. GUIDES: AMERICAN GUIDES WOULD BE ESSENTIAL TO EXHIBIT'S SUCCESS. SINCE IT WILL SHOW IN SUMMER IN ONLY ONE CITY, AGENCYMIGHT CONSIDER TAPPING FORMER GUIDES WHO COULD BE FREE FOR TWO MONTHS. HIGH LEVEL OF LANGUAGE SKILL SHOULD BE EMPHASIZED IN RECRUITMENT. TRAINING SHOULD INCLUDE SEMINARS AT USIA UTILIZING SERVICES OF EXPERT PANEL INVOLVED IN EXHIBIT CONCEPT, AND FAMILIARIZATION WITH INPORTANT BICENTENNIAL EVENTS AND MATERIALS IN US.

9. REQUEST AGENCY REVIEW ABOVE PROPOSAL AND PROVIDE GUIDANCE FOR EMBASSY PRESENTATION TO SOVEITS. EMBASSY ENVISIONS PRESENTATION IN FORM OF SPECIFIC OUTLINE AND DESCRIPTIN BUT MINUS GOAL STATEMENT IN PARA TWO.
STOESSEL

LIMITED OFFICIAL USE

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: BICENTENNIAL CELEBRATIONS, EXHIBITS
Control Number: n/a
Copy: SINGLE
Draft Date: 10 OCT 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: KelleyW0
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975MOSCOW14541
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750353-0466
From: MOSCOW
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19751062/aaaaccqe.tel
Line Count: 303
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION CU
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 6
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: 75 MOSCOW 13893
Review Action: RELEASED, APPROVED
Review Authority: KelleyW0
Review Comment: n/a
Review Content Flags:
Review Date: 11 JUN 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <11 JUN 2003 by ShawDG>; APPROVED <29 OCT 2003 by KelleyW0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: PROPOSED BICENTENNIAL EXHIBIT IN MOSCOW, JULY 4, 1976 USIA FOR IEU, ICS
TAGS: SCUL, UR
To: USIA
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006